

**AMENDMENTS TO THE CLAIMS**

The claims in this listing will replace all prior versions, and listings, of claims in the application.

**Listing of Claims**

1-26. (Canceled)

27. (Currently Amended) A method for broadcasting content to one or more mobile terminals, ~~the method~~ comprising:

storing content, and a plurality of program configuration information, each program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media including video, text and still images is to be played as program content and respective display positions of the plurality of media to be played on a screen of the one or more mobile terminals; and

broadcasting the content and the plurality of program configuration information to the one or more mobile terminals; and terminals, wherein

~~selecting, at each mobile terminal, without broadcasting server involvement, one of the plurality of program configuration information, based upon a transmission condition;~~

~~wherein, in the storing, the plurality of program configuration information are associated with respective transmission bands,~~

one program configuration information is selected at each mobile terminal based on a transmission condition and without broadcasting server involvement, and

the plurality of program configuration information are configured such that display on the screen at each mobile terminal is performed without broadcasting server involvement and based on the selected program configuration information.

28. (Currently Amended) A method for receiving, at one or more mobile terminals, content broadcast from a server, ~~the method comprising:~~

receiving content, and a plurality of program configuration information associated with respective transmission bands, each program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media including video, text and still images is to be played as program content, and respective display positions of the media to be played on a screen of the one or more mobile terminals; and

selecting, at each mobile terminal, without broadcasting server involvement, program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition; and

displaying on the screen, at each mobile terminal, the received content without broadcasting server involvement and based on the selected program configuration information.

29. (Previously Presented) The receiving method according to claim 28, wherein the selecting comprises selecting program configuration information corresponding to a higher priority based on the transmission condition.

30. (Previously Presented) The method receiving according to claim 28, wherein the selecting comprises selecting program configuration information corresponding to a higher bit rate based on the transmission condition.

31. (Currently Amended) A method for broadcasting content from a server to one or more mobile terminals, the method comprising:

storing content, and a plurality of program configuration information, each program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media including video, text and still images is to be played as program content, and respective display positions of the plurality of media to be played on a screen of the one or more mobile terminals;

broadcasting the content and the plurality of program configuration information to the mobile terminals;

receiving the content, and the plurality of program configuration information associated with respective transmission bands; and

selecting, at each mobile terminal, without broadcasting server involvement, program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition; and

displaying on the screen, at each mobile terminal, the received content without broadcasting server involvement and based on the selected program configuration information.

32. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting comprises selecting program configuration information corresponding to a higher priority based on the transmission condition.

33. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting comprises selecting program configuration information corresponding to a higher bit rate based on the transmission condition.

34. (Currently Amended) A transmission apparatus for broadcasting content to one or more mobile terminals, ~~the apparatus~~ comprising:

a program configuration information storage that stores content, and a plurality of program configuration information, each program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media, including video, text and still images is to be played as program content and respective display positions of the plurality of media to be played on a screen of the one or more mobile terminals;  
and

a transmitter configured to broadcast the content and the plurality of program configuration information to the one or more mobile terminals; and terminals,

wherein:

~~wherein, in the program configuration information storage, the plurality of program configuration information are associated with respective transmission bands, so that the mobile terminals each select, without broadcasting server involvement, one of the plurality of program configuration information based on a transmission condition~~

the plurality of program configuration information are associated with respective transmission bands,

one program configuration information is selected at each mobile terminal based on a transmission condition and without broadcasting server involvement, and

the plurality of program configuration information are configured such that display on the screen at each mobile terminal is performed without broadcasting server involvement and based on the selected program configuration information.

35. (Currently Amended) A reception apparatus, provided in one or more mobile terminals, for receiving content broadcast from a server, the apparatus comprising:

a receiver configured to receive content, and a plurality of program configuration information associated with respective bands, each program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media including video, text and still images is to be played as program content, and respective display positions of the plurality of media to be played on a screen of the one or more mobile terminals; and

a selector configured to select, at each mobile terminal, without broadcasting server involvement, program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition; and

a display configured to display on the screen, at each mobile terminal, the received content without broadcasting server involvement and based on the selected program configuration information.

36. (Previously Presented) The reception apparatus according to claim 35, wherein the selector is configured to select program configuration information corresponding to a higher priority based on the transmission condition.

37. (Previously Presented) The reception apparatus according to claim 35, wherein the selector is configured to select program configuration information corresponding to a higher bit rate based on the transmission condition.

38. (Currently Amended) A broadcast system for broadcasting content from a server to one or more mobile terminals,

the server comprising:

a program configuration information storage that stores content, and a plurality of program configuration information, each program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media including video, text and still images is to be played as program content, and respective display positions of the plurality of media to be played on a screen of the one or more mobile terminals; and

a transmitter configured to broadcast the content and the plurality of program configuration information to the mobile terminals,

each mobile terminal of the one or more mobile terminals each comprising:

a receiver configured to receive the content and the plurality of program configuration information associated with respective transmission bands; and

a selector configured to select, at each mobile terminal, without broadcasting server involvement, program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition; and

a display configured to display on the screen, at each mobile terminal, the received content without broadcasting server involvement and based on the selected program configuration information.

39. (Previously Presented) The broadcast system according to claim 38, wherein the selector is configured to select program configuration information corresponding to a higher priority based on the transmission condition.

40. (Previously Presented) The broadcast system according to claim 38, wherein the selector is configured to select program configuration information corresponding to a higher bit rate based on the transmission condition.

41. (Previously Presented) The broadcasting method according to claim 27, wherein the selection of one of the plurality of program configuration information is by unidirectional communication.

42. (Previously Presented) The receiving method according to claim 28, wherein the selecting of program configuration information is by unidirectional communication.

43. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting of one of the plurality of program configuration information is by unidirectional communication.

44. (Previously Presented) The transmission apparatus according to claim 34, wherein the selection of program configuration information is by unidirectional communication.

45. (Previously Presented) The reception apparatus according to claim 35, wherein the selector selects program configuration information by unidirectional communication.

46. (Previously Presented) The broadcast system according to claim 38, wherein the selector selects program configuration information by unidirectional communication.